

Ciao! Social Media Content, Design and Analysis in Tuscany, Emilia-Romagna, and San Marino



| | |
|-------------------------|--|
| Project Title | Ciao! Social Media Content, Design and Analysis in Tuscany, Emilia-Romagna, and San Marino |
| Project Summary | Leave your mark on one of the most historic U.S. diplomatic posts in the world; U.S. Consulate General Florence. E-interns write content, design the look of social media pages, crunch data, and make recommendations to better engage our audience in Tuscany, Emilia-Romagna, and San Marino. |
| Country | Italy |
| Country/Region of Focus | Italy |

Project Description

The social media e-interns are at the center of U.S. Consulate General Florence's online engagement and previous e-interns have fundamentally changed our look, voice, and approach to social media. You will draft content on a regular basis, pitch and plan specific online campaigns, and learn how to write analytical reports in a State Department style. Graphic design interest and skills are a must as is a desire to follow Italian media. We love adopting e-intern ideas like a study abroad photo contest, meme campaigns, and advice videos.

Your perspective matters to us. Previous e-interns have been current study abroad students (undergraduate and graduate). Italy is the most popular non-English language destination country for study abroad students in the world and we want perspectives that resonate. Understanding our distinct local audience in the bel paese and being able to read Italian are essential.

In bocca al lupo!

Required Skills or Interests

Skill(s)

Analytical writing

Cultural diplomacy

Data analysis

| |
|--------------------------------|
| Data visualization |
| Design thinking |
| Editing and proofreading |
| Educational design |
| Graphic design |
| Infographic design |
| Marketing |
| Research |
| Social media management |
| Storytelling/blogging/vlogging |
| Survey / polling design |
| Videography |
| Writing |

Additional Information

Check out these examples of past e-intern projects:

+ <https://www.facebook.com/USCGFlorence/videos/10156512163519170/>

+ <https://twitter.com/uscgflorence/status/948270504892424192>

Language Requirements

| Language | Speaking Proficiency | Reading Proficiency | Importance |
|----------|-----------------------------|-----------------------------|------------|
| Italian | Limited working proficiency | Limited working proficiency | Required |